

Empório Aragão, Portuguese Haute Couture House, Announces Exclusive Luxury Yacht Event in Manhattan

Launch of Resort 2025/26 Collection and Haute Couture Line



New York City, New York Jul 20, 2025 ([IssueWire.com](https://www.issuewire.com)) - Empório Aragão, the acclaimed Portuguese haute couture house, is thrilled to announce a highly exclusive and private event in New York, set to redefine the luxury, fashion, and art experience. This intimate gathering, **"The Haute Couture Boat," will take place aboard a magnificent luxury yacht, in the vibrant heart of Manhattan on September 13th**, promising an evening of unparalleled elegance and marking the launch of its highly anticipated **Resort 2025/26 Collection and the brand's new Haute Couture line**. This year, the yacht makes its highly anticipated arrival in New York, continuing its tradition of visiting a different country annually.

Empório Aragão opens the doors of its magnificent luxury yacht to an exclusive group of notable designers and a highly selected audience for a unique gathering on the waters of Manhattan. The fashion elite, comprising designers and haute couture houses, will come together for a singular event where elegance meets the vibrant heart of New York City. The event will feature a spectacular fashion show on the yacht's lower deck, showcasing Empório Aragão's latest trends and designs in a stunning waterfront setting. This runway presentation will be complemented by an **innovative light show, where models will carry 3D holograms of the artworks that inspired the collection's creations**, elevating the experience to a new level of immersion. Concurrently, guests will have the opportunity to explore "Art Biennale sur Mer," a premium art exhibition curated by the prestigious São Rafael Galleries, highlighting exceptional works from renowned artists on the upper deck.

This event will feature the participation of internationally acclaimed guest designers, who will present their unique and innovative visions. Among them are notable names such as Meemansa Murariya (India), mimima-bee (Japan), Miu Hatano of Torico Tabi (Japan), Alex Fraga (Brazil), Jin Accessories (Taiwan), and Merfle (Japan).

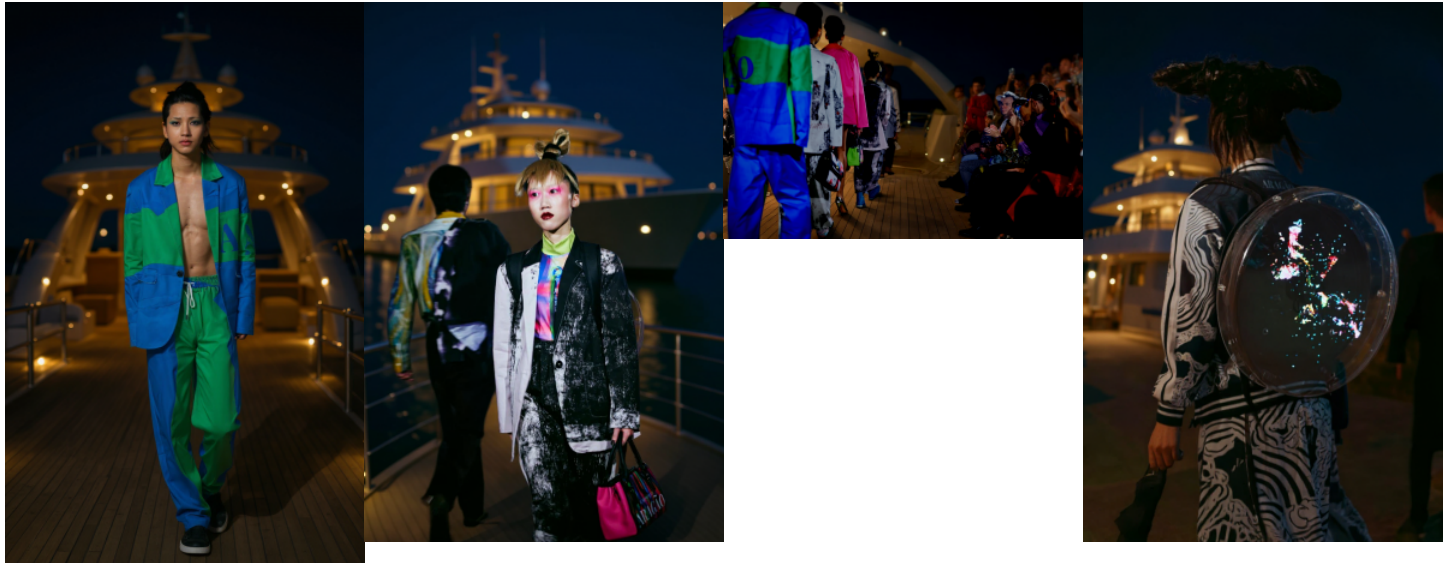
Empório Aragão's runway will be graced by a stellar cast of national and international models, totaling approximately 30 models. Among the American talents walking the show are **Scotty Jacobson, Lee Carter, Aaron Thao, and Jaxona Lee**. From Japan, we will have the presence of stars and professional models **Shu Kitatani, Misora Matsumura, Satoko Kasuya, Hinano Todo and Yuri Nakai**. European representation will be reinforced by Swiss model **Cátia Gomes**, ensuring a global and diverse presentation of beauty and elegance.

At the heart of Empório Aragão lies a philosophy that transcends conventional boundaries, much like Portuguese navigators challenged the limits of the world with their pioneering spirit and audacity. Our brand is a beacon of innovation, a bold fusion of Art, Fashion, and Technology. We believe in personal expression as the purest form of art, and each creation is a unique and personalized wearable artwork that celebrates individuality and audacity. Our Portuguese heritage inspires us to weave history with the future, creating pieces that are a testament to our passion for uncompromising quality and the ability to redefine what is possible in fashion, with the same artisanal mastery that has always characterized the Portuguese soul.

Exclusive Opportunity for Readers: While this is a private and highly exclusive event, with standard admissions starting from 500 USD targeting a highly selected audience, Empório Aragão has reserved a very limited number of only **10 spots** for the general public. As a special gesture, we are offering our readers tickets at an exclusive price of **250 USD**. This is a unique opportunity to experience haute

couture and art in an unparalleled setting. To purchase these special-priced tickets, readers should contact the brand through its official website: www.emporioaragao.com.

Quote from the Founder/Designer: "This event in New York is not just a launch; it's a declaration of our dedication to rarity and exclusivity. Every Empório Aragão piece is a singular work of art, and the experience we've created aboard our yacht reflects that same spirit. We invite a select group to witness the fusion of haute couture with art, in an environment that is as unique and unrepeatable as our creations. It is a celebration of individuality and what is truly extraordinary."



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